



Horticultural  
Development  
Company

# New Project

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## **SF 92a**

Assessment of new strawberry  
varieties & selections for  
commercial UK production

**Project Number:** SF 92a

**Title:** Assessment of new strawberry varieties & selections for commercial UK production

**Start and end dates:** Start: 01/12/09  
End: 31/11/11

**Project Leader:** Chris Creed, ADAS

**Project Co-ordinator:** Graham Moore, FAST, W Midlands

**Location:** G F Busby & Sons, Littywood Farm, Bradley, Staffs

**Background and project objectives:** For the UK strawberry industry to maintain and expand fresh fruit sales, it is vital that it maintains the capacity to produce a consistent high quality product over a long season, to meet the ever changing and demanding standards set by supermarkets and other outlets. Significant changes are taking place in the range of varieties now used for fresh fruit production, with newcomers challenging established standards. There is, therefore, an urgent need to seek varieties offering better characteristics than those currently available, especially in terms of fruit quality, resistance to pest and disease, and contribution to an improved production profile for the season.

The proposed work draws heavily on experience from previous HDC funded strawberry variety trials - SF 7, SF 18, SF 18b, SF 18c, SF 21, SF 21a, SF 40a-d and SF 92. Running the project over 2 cropping seasons to cover 60-day and maincrop performance maximises the amount of information available for the time inputs made.

The aim of the project is to provide scientifically-robust comparative data on the field performance characteristics, shelf-life and taste of new strawberry varieties relative to existing commercial standard varieties. The specific objectives are:

1. To evaluate the relative yield and quality characteristics of new summer- fruiting strawberry cultivars compared with existing commercial standards.
2. To assess the susceptibility/resistance of new cultivars to pest and disease compared with existing commercial standards.
3. To determine shelf life and other post harvest attributes and to provide fruit samples for major retailers to evaluate.
4. To demonstrate the varieties to growers in a commercial setting.
5. To collect additional information about the performance of recent promising varieties grown on a low-input site for transmission to levypayers.

Further information

Email the HDC office ([hdc@hdc.org.uk](mailto:hdc@hdc.org.uk)), quoting your HDC number, alternatively contact the HDC at the address below.

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